

A study on Critical View of Women Employees in Banking Sector with Special Reference to Erode City

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Abstract: *Women constitute almost fifty percent of the human resource of the country. The constitution of India guarantees formal equality to all its citizens. The working environment plays a vital role for the women employees in private and public banks. Now-a-days, women employees may have a large number of working alternatives in banking sectors, and then the environment in workplace becomes a critical factor for keeping the jobs. Several legal measures have been introduced in order to develop the position of women employees. These are all laudable steps taken by the government to wipe out the ravages of hundreds of years of effacement of women by our society. However, trends in demographic data clearly indicate that benefits of these efforts seem to have largely bypassed the women. The study mainly aimed that to know the influence of socio economic background and satisfaction of women employees in banking sector of Erode district.*

Keywords: Women Employees, Workplace, Banking sectors, Society.

Introduction

There are many banks operating in our country. Some of them are public sector banks and some others are private sector banks where as some others are foreign banks. Now a days, the banking sector are flourishing towards high rate that the women have to work for longer hours to uphold the standard of living and accomplish their basic needs. More and more banks are turning to self-service technologies to provide customers with many channels to access products and services. Internet and Mobile banking are some of the least cost and increasingly popular financial services delivery channels. In the emergence of a new economic pattern, increasing opportunities for education, rising standard of living and increased modernization, women from the middle and upper class families have also started coming out of their traditional role of a home maker to join the work force especially banking sectors.

Need For the Study

The financial demands on the Indian families are becoming fiercer by day. The sky rocketing cost of living, increasing expenses on education of children, increasing cost of housing properties in India force every family in India to look for ways and means of increasing the household income. As a result, women in India who were mostly known as homemakers are forced to go for jobs. They are left with no option but to bend for their families in all possible ways. The

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number of working women has been increasing year by year. There is a general feeling that the maternal employment brings emotional deprivation to their family. Over the years, with the rapid industrialization of India, a massive organized sector employing a large work force has come to occupy an important and visible part of the country's economic life. In case of women employees, the industrial way of life has brought in its wake a host of concerns and issues which have led to periodical discussions. The concern for improving the lot of the women workers, the philosophy of humanitarianism (or) what is now termed as internal social reasonability, a feeling of concern, of carrying by providing some of life's basic amenities and provide liberation to work, besides their basic pay packet. Such an over tune of carrying in suppose to build a sense of loyalty on the part of the women employees towards the banking sector.

Statement of the Problem

The increasing number of women in the banking sectors has attempted a number of problems in their work area and their family life. The women who are in full time jobs which very often necessitates staying away from their family for long hours during the day and create more disturbances for their family. Employment of women has created number of problems to their family and paved way for controversies regarding maternal employment and family development. Working women of banking sectors in India are faced with lot more challenges than their counterparts in the other parts of the world. In India men do not share on most of the household chores, it is women who have to cook, clean the house, do the dishes, wash clothes, get their children ready for school etc. Men just took care of few chores that are to be dealt outside the house. So the major burden of running the family is on the shoulders of women. It was alright for women to handle all the chores as long as they were homemakers. Now with their increasing need for getting some income for the family, they have to work all the more harder. They have to take up a 9 to 5 job and also handle all the household activities.

Objectives of the Study

- To study the influence of socio economic background and satisfaction of women employees in banking sector of Erode district.
- To provide suitable suggestions to improve the working conditions of women employees in banking sector.

Review of Literature

Abarca and Majluf (2003) analyzed the perceptions of men and women executives regarding the situation tackled by women working in Chilean corporations. It is based on the administration of a questionnaire of 50 women and 30 men among 80 executives. Three main areas were explored in this study namely, constraints in the advancement of their professional careers, difficulties confronted by women when balancing work and family, and the differential management style of men and women. The study found that in Chile men and women hold different perceptions on the role of women and on how to balance work and family. Women at work perceive constraints reflected in the salary gap, barriers for hiring women, and the limits to career development. Women seek themselves as more people oriented, while they see men as more task oriented. Finally, to succeed, they suggest that they have to inhibit their differential traits and act more like men do in executive positions. Babu and Vembu (2014) concluded that there are different stressors among women employees in public sector Banks such as lack of participation in decision making, poor working conditions relating work shifts, work overload, role ambiguity, inappropriate leadership style, poor working relationship lack of social support, transfer and

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technological changes in the organization. Excessive stress may result in bodily disturbances like peptic ulcers, headache, migraine, fever etc., By testing the hypothesis, the researcher concluded that high level of stress is experienced by women employees due to factors like role ambiguity, role overload, lack of supervisory support and Technological changes.

Methodology

Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by the researcher in studying the research problems along with the logic behind it. This study has used both primary data and secondary data. For collecting primary data field survey technique was undertaken in the study. The researcher has collected 200 samples from women employees of banking sector in Erode district by means of questionnaires. The research design adopted for this study is descriptive research. Descriptive method was adopted because it deals with description of the state of affairs as it exists at present. If the population from which a sample is to be drawn does not constitute a homogenous group, then stratified sampling technique is applied so as to obtain a representative sample. In this technique, the population is stratified into number of non-overlapping sub populations or strata and sample items are selected from each stratum. If the items selected from each stratum is based on simple random sampling, the entire procedure, first stratification and then simple random sampling is known as stratified sampling. Multiple regression analysis was used for further analysis.

Results and Discussions

Multiple Regression Analysis

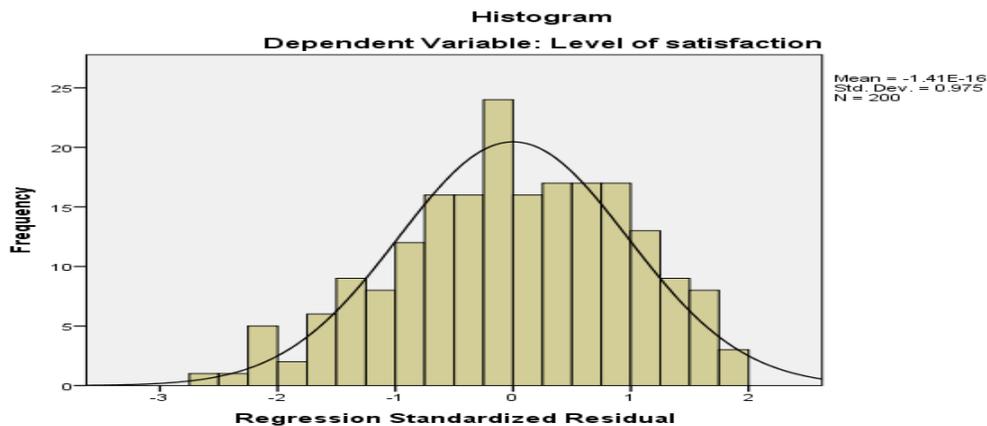
A regression is a statistical tool used to find out the relationship between two or more variables. One variable is caused by the behavior of another one. The former variable is defined as independent and the later variable is defined as the dependent. When there are two or more independent variables, the analysis that describes the relationship between the two is called multiple regression analysis. The main objective of using this technique is to predict the variability of the dependent variable based on its co-variance with all the independent variables. It is useful to predict the level of dependent phenomenon through multiple regression analysis, if the levels of independent variables are given.

Table 1: Influence of Socio Economic Background and Satisfaction of Women Employees (Multiple Regression Analysis)

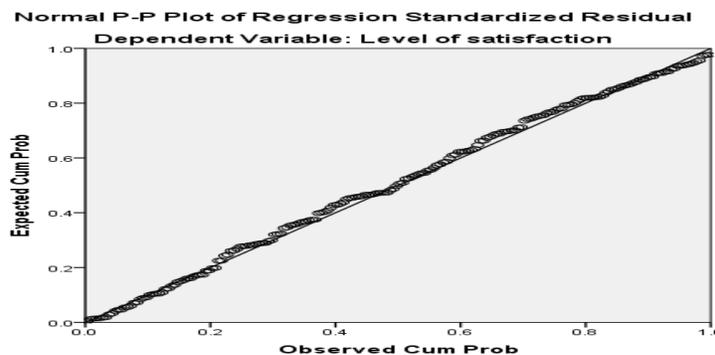
Variables	B	Std. Error	T	P
(Constant)	34.863	5.622	6.201	.000
Age	.607	1.141	.532	.596
Marital status	.529	1.556	.340	.734
Educational qualification	-.648	.847	-.766	.445
Working section	-3.292	1.593	-2.067	.040
Designation	2.501	1.034	2.418	.017
Experience	1.991	.843	2.361	.019
Family members	-.649	1.196	-.542	.588
Type of family	-1.683	1.540	-1.093	.276
Income per month	1.779	.868	2.050	.042
Working area	-1.484	.854	-1.737	.084

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334 ^a	.112	.065	10.030

The above analysis shows the relationship between level of satisfaction perceived by women employees in banking sectors and ten independent variables that were studied. It was found that among these ten variables, four variables were closely associated with the level of satisfaction of women employees in banking sectors. In order to measure the interdependence of independent factors and their total contribution to the level of satisfaction perceived on women employees in banking sectors, the results of the analysis were put into multiple regression analysis, and detailed results are shown in the above table.



The Multiple linear regression components are found statistically a good fit. It shows the four independent variables contribute on the between level of satisfaction perceived by women employees in banking sectors and statistically significant at 1% and 5% level.



The Table 1 indicates that the co-efficient of respondent’s working section, designation, experience and income of women employees were significant at 5% level. It also noted that the variables such as age, marital status, designation, experience and income are positively associated with the level of satisfaction perceived by the women employees in banking sectors. Further, it indicates that these variables contribute to the level of satisfaction of women

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employees in banking sectors are statistically significant implying that their influence is stronger than the other variables.

The rate of increasing the level of satisfaction perceived by the women employees in banking sectors shows better results of the independent variables such as respondents' age with 0.532, with 0.340 units change in marital status, with 2.418 units change in designation, with 2.361 units change in experience and 2.050 unit change in income per month.

Table 2: Problems Faced By Women Employees in Private Bank

S. No	Problems	Total Score	Mean Score	Rank
1	Physical / Health Disturbance	11400	57.00	2
2	Mental stress	12112	60.56	1
3	Insecure feeling	8900	44.50	4
4	Insecurity of job	10767	53.84	3
5	Insufficient pay structure	5434	27.17	5

It is clear from the above table that most of the respondents are facing the problem of mental stress with the Garrett score of 12112 points. It followed by the second and third ranks assigned to physical / health disturbance and insecurity of job with the Garrett scores of 11400 and 10767 points respectively. The fourth and fifth ranks assigned to insecure feeling and insufficient pay structure with the Garrett scores of 8900 and 5434 points respectively. It is found from the analysis that majority of the respondents are facing the problem of mental stress in banks.

Table 3: Problems in Operating the Banking Services

S. No.	Problems	Total Score	Mean Score	Rank
1	Login / Sign off are not easy	9400	47.00	3
2	Lack of training	14570	72.85	1
3	Lack of advanced software usage	11204	56.02	2

It is witnessed from the above table that among the three operating problems faced by the respondents, the problem "Lack of training" was the major issue faced by the sample respondents and it was ranked first with the Garrett score of 14570 points. The second rank marked by the respondents was "Lack of advanced software usage" with the Garrett score of 11204 points. Finally, "Login / Sign off are not easy" was ranked in third position with the Garrett score of 9400 points. From the analysis, it is inferred that the bank employees were very much suffered by lack of training problems in banking services.

Suggestions

1. The training and development programme should be given to women employees periodically. It helps them to work without stress.
2. Banks should ensure the safety of women employees from time to time. And they should give special attention on transfer of women employees.
3. The negative thinking has always leads to make some problems. So the women should concentrate or develop positive attitudes towards their life and working nature.
4. Most of the women workers are satisfied with their income structure but promotion and scaling system is not satisfactory as it includes nepotism. So, Working women in banking

sector think this profession as a fine sector for female staff in order to work for the nation to play their role in shaping a strong economy as well as country.

Conclusion

The general banking scenario in India has become very dynamic now-a-days. The success of banking industry depends not merely on its technical efficiency, good plant layout, updated machinery and dynamic organization etc., but also depends upon its employees. A satisfied, happy and hardworking employee is the biggest asset of banks. Workforce of any bank is responsible to a large extent for its productivity and profitability. Most of the women employees in private and public sector banks avoid promotion out of the fear of causing dislocation in the family though they have fully qualified themselves. Some women employees find difficult to manage male subordinates and have a tough time in extracting work from them. Since the women employees like cashier, accountant, loan officer, branch manager, etc., cannot leave the bank without completing the account, the family members of women employees suffer more and it makes mental stress than the male counterparts which have an adverse effect on the psychological health of the women employees. So, for the success of banking, it is very important to manage women employees more effectively and to find whether they are satisfied or not and also should try to take every possible step to improve job satisfaction among women employees because if employees are satisfied then customers associated with it will also be satisfied.

Authors' Note

This manuscript is the authors' original work, has not been published and is not under consideration for publication elsewhere.

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